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Mastodon Pansy Seed Made in  
Oregon, U. S. A.

**YOU  
THEY  
WE  
AGREE**

Your customers want huge pansies. They want strong, stocky plants that will grow and "go." They look for the new colors and unique shades. They love best those beautiful shades of bronze, yellow, black, red and blue pansies. They cherish those dark centers, and those gorgeous rims of red and gold and blue and white; and so do you and so do we, and so do all of us.

And that is why we originated Mastodon Pansies. It is not we who have made this strain what it is, but we listened to the thousands who in past years have visited our blooming gardens, and who have paid the price, our price, and made the choice, their choice.

That is why we know that Mastodon Pansies will please your patrons.

That is why we know that Mastodon Pansies will please you, and that is why we have made such a marvelous success as exclusive growers of pansies; and that is why we ask you to try Mastodon Pansies.

Wholesale Only

# Steele's Pansy Gardens

## Originators of Mastodon Pansies

Since 1893

Cable Address: "Pansy"

East 44th and Powell Streets  
Portland, Oregon, U.S. A.

E. J. Steele, Manager  
M. I. Steele, Secretary

### Perhaps This Idea Will Appeal to You

Since we grow our own seed it is perfectly obvious that we cannot escape responsibility for its quality and germinating power. It is therefore up to us to deliver the goods, and you will notice that we make no disclaimers.

We call your special attention to our methods in growing and caring for seed that you can appreciate; all of which add to the cost and quality, and several of them actually reduce the quantity and as follows:

1. Rigid selection of finest plants in bloom.
2. Seed plants set widely apart.
3. Seed beds highly fertilized.
4. All seed hand picked, and cured by scientific methods.
5. All seed stored in a modern, moisture proof warehouse.
6. All seed is handled by us, personally, from the time it is picked until it is ready for shipment.



# STEELE'S PANSY GARDENS, PORTLAND, OREGON, U. S. A.

## Wholesale Only

**Mastodon** is our name for a genuine American strain of Pansies originated by us, and comprising a marvelous number of new shades and varieties, as well as improved types from other lands. All are of excellent form, of the richest colors, and of great size—up to three and seven-eighths inches in diameter. **Mastodon Pansies** represent twenty-three years of special and exclusive cultivation under our personal direction and constant supervision, and large sums expended in securing the finest stock grown by specialists all over the world.

### WE ANNOUNCE OUR THIRD CUT IN PRICES

This time it is a reduction of \$1.00 per oz. each of our two specialties, Mastodon Mixed and Private Stock Mixed.

Owing to the fact that we probably have the largest wholesale blooming plant business in America, and an immense seedling business and a climate that is perfect for pansies it is quite obvious that we can produce high grade seed cheaper than anywhere in the world, quality considered. Mastodon pansy seed at the new prices will be a revelation to all commercial growers of rare and beautiful flowers, and better than ever before.

### Our Fifth Annual Cut-Price Offer of Seedlings to the Trade.

#### SEASON OF 1916-17.

**To all Growers of Pansies.** Based upon years of experience as pansy specialists, we have decided to urge upon you the plan of permitting us to grow your seedlings for you, under contract, at a reduced price instead of purchasing the seed, as perhaps you have done heretofore.

Since nearly all our patrons desire our best—Private Stock Mixed seedlings—and to avoid the expensive necessity of carrying two stocks of plants, we shall hereafter grow Private Stock Mixed only and at a reduced price, but slightly above former cost of Mastodon Mixed.

Regular Price, standard size Mastodon Mixed Private Stock, four to six leaves, per 1000 \$3.00; per 2500 \$7.00; per 5000 \$13.50; 10,000 \$26.00.

Regular Price, large size, Mastodon Mixed Private Stock, mostly six to eight leaves, per 1000 \$5.00; per 2500 \$12.00; per 5000 \$22.50; per 10,000 \$45.00.

**A discount of 10% on all standard size seedlings, and 20% on all large size, will be made on all contracts mailed before Sept. 1, 1916. No discount on less than 1000 plants.**

#### Separate Colors, 1916-17

Standard size before September 1, per 100 40c; per 1000 \$3.00. After September 1, per 100 50c; per 1000 \$4.00.

Large size, before September 1, per 100 50c; per 1000 \$4.00. After September 1, per 100 75c; per 1000 \$5.00. Large orders write for contract prices.

We strongly urge placing contract orders for separate colors, as we cannot profitably carry large stocks of same, owing to the limited demand, and because plants soon spoil after reaching maturity.

### We recommend large seedlings, they are worth the money.

We will appreciate references from our new patrons.

No charge for packing or boxing.

Orders booked with us before September 1 will be filled at any time you wish, subject to shipping conditions (see opposite page), from September 15th to the following January 1st. Orders booked after that date at regular prices.

We enclose herewith postal card which we hope you will fill out and return promptly, as we begin sowing July 15th.

See shipping conditions opposite page. All prices f. o. b. Portland.

Those who wish plants **prepaid** may add 50c per 1000 for prepay charges on standard size plants and 75c per 1000 for large plants.

## Shipping Conditions

Owing to the great distances we are obliged to cover in shipping seedlings during the early Fall season, often encountering tropical degrees of Summer heat, we have been taught by costly experience that some restriction is necessary in filling orders for seedlings, especially of standard size. Therefore, **before ordering**, kindly note points beyond which we cannot ship during early Fall season.

1. After Sept. 10th standard or large size seedlings will be billed to points 500 miles or less from this city.
2. After October 15th standard size seedlings will be billed to Fresno, Cal., and all way points, and east to Denver, Colo., and all way points.
3. After Sept. 25th large size seedlings will be billed to points mentioned in paragraph "2."
4. After Nov. 1st standard size seedlings will be shipped anywhere west of the Mississippi River, and to Illinois and Wisconsin.
5. After Oct. 15th large size seedlings will be shipped anywhere in the United States or Canada.

All offers made subject to stock being unsold.

## GERMINATING SEED

If your soil is not of the quality of first class potting soil prepare your bed for sowing as follows: (1) Your ground being perfectly clean and free of weeds and trash, pulverize the soil to a depth of six or more inches. (2) On the level surface spread evenly a layer of pulverized manure, barnyard scrapings preferred, to a depth of at least one inch. (3) Overlay manure with half inch of the best soil you have, thoroughly pulverized. (4) Roll or rake down and tamp surface true and smooth. (5) Use the hose freely and soak down the bed several inches. (6) Sow your seed in drills or broadcast—we sow broadcast. (7) Cover as lightly as possible with your best soil or sand. Sand is best. (8) Use light spray of water to moisten surface. (9) Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet until plants come up.

We use light canvas to retain moisture. As soon as plants begin to come through freely we remove canvas permanently, and sift top of beds with thin layer of barnyard scrapings.

Never allow your beds to become dry. Any dryness after seeds sprout is **absolutely fatal**. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 60 to 75 square feet to sow an ounce of seed. We estimate five to eight thousand plants per ounce. We have reports as high as eleven thousand per ounce. One grower reports 2269 plants from one-eighth ounce.

## THE SEED

The growing of Mastodon Pansy seed is a branch of our business that is given my personal attention daily, from the time the plants are selected in bloom—about one of a hundred in the field—to the time when the seed is sealed in the package, so that I know positively the premier quality of every package, and you get exactly the same kind of seed that I sow and grow.



# STEELE'S PANSY GARDENS, PORTLAND, OREGON, U. S. A.

Cable Address "Pansy"

Wholesale Only

## STEELE'S PRIVATE STOCK

Frequent calls from our patrons for something extra fine—something even better than our Mastodon Mixed, and the acquisition of a small farm for pansies exclusively, has prompted us to place upon the market a limited quantity of our "Private Stock."

Our plan in upbuilding **Mastodon Pansies** is and was to make a careful selection of a small percentage of the plants in the field—the finest, of course—for our seed beds. The rule was established twenty-three years ago never, under any circumstances, to allow a seed plant to leave the gardens. It is a rule that is never broken, as our visitors know.

Then, to select the plants bearing the largest, most beautiful and most perfect flowers, and gather from these plants the seed we sow to select plants from the coming year. Hence, the name, Private Stock.

E. J. STEELE,

Manager.

## THE SEED

The strain originated by us and named Mastodon, includes white and dark center, dark blue center and light blue center, pure white, black, lavender, violet, blue, bronze (new), royal purple (new), rose, cerise red, red with silver rim, mahogany, yellow (new), wine colored, red and gold, lavender and gold, with a dozen or more varieties in each color, in size measuring up to three and seven-eighths inches in diameter.

## PRICES, NET

	200 Seeds	1/8 Oz.	1/4 Oz.	1/2 Oz.	Oz.	4 Oz.
Steele's Mastodon Mixed.....	\$0.25	\$0.65	\$1.25	\$2.25	\$4.00	\$12.00
Steele's Mastodon Private Stock, Mixed.....	.30	1.00	1.75	3.25	6.00	20.00
Steele's Madame Steele, Elk's Purple.....	.30	1.50	2.50			
Steele's Mastodon White, dark center. Price same as Madame Steele.						

**Steele's Bronze, Panama Pacific Yellow and Black**, all new, see description. Price of each variety, per packet, 400 seeds, 50c; 1/8 oz., \$1.25; oz., \$10.00.

**Steele's Black Mastodon**—New, nearly all jet black; a few very dark purple and all velvety in substance and of immense size. Large black pansies are very rare indeed.

**Steele's Bronze Mastodon**—New; very large. All the different shades from burnished brass to gold, wonderfully tinged with nearly every color known to pansies. The most popular pansy we have.

**Steele's Panama Pacific**—New. A huge deep yellow; some with dark centers, some without; 200,000 of them partly surrounded the Palaces of the Panama Pacific Exposition.

**Steele's Mastodon Greenhouse Special** (new) a wonderful collection of rich, velvety shades in great variety and huge in size, with fine long stems running light or dark as ordered. Price, per oz. \$8.00; fractional oz. 1/8 oz. or more pro rata.

The prices of each of the varieties named below is as follows: 200 seeds, 20c; eighth ounce, 75c; fourth ounce, \$1.50; half ounce, \$3.00; one ounce, \$6.00.

**Steele's Improved Prince Henry**—A splendid dark blue of immense size. The very best in blue.

**Steele's Improved Madame Perrett**—A beautiful and distinct type with edges of petals frilled-bordered white; colors are dark wine, pink and red, beautifully veined.

**Steele's Improved Parisian Yellow**—A pure yellow of the grandest form and size. A valuable addition to the yellows which are very hard to produce in the larger strains.

**Steele's Improved Meteor**—A beautiful shade of wine red, a profuse bloomer, a genuine self; fine for borders. One of our favorites.

**Steele's Improved Grand Duke Michel** (Improved Candidissima)—The finest and largest all-white pansy in the world.

**Steele's Improved Bridesmaid**—A beautiful clear white, with shining rose colored blotch; a rare and desirable pansy of the largest size.